

**CONTRACT**

**WOIO**  
 1717 East 12th Street  
 Cleveland, OH 44114  
 (216) 771-1943

|   |   |  |
|---|---|--|
| <b>Contract / Revision</b><br>844213 /              |   | <b>Alt Order #</b>                                     |
| <b>Product</b><br>Protect Your Vote Ohio Nov 1-Nov6 |   |  |
| <b>Contract Dates</b><br>11/01/12 - 11/06/12        |   | <b>Estimate #</b><br>3186                              |
| <b>Advertiser</b><br>Protect Your Vote Ohio         |   | <b>Original Date / Revision</b><br>10/31/12 / 11/02/12 |
| <b>Billing Cycle</b><br>EOM/EOC                     | <b>Billing Calendar</b><br>Broadcast        | <b>Cash/Trade</b><br>Cash                              |
| <b>Station</b><br>WOIO                              | <b>Account Executive</b><br>House WOIO/WUAB | <b>Sales Office</b><br>Cleveland Local                 |
| <b>Special Handling</b>                             |   |  |
| <b>Demographic</b><br>Adults 25-54                  |   |  |
| <b>IDB#</b>   | <b>Advertiser Code</b>                      | <b>Product Code</b>                                    |
| <b>Agency Ref</b>                                   |   | <b>Advertiser Ref</b>                                  |

And:

**Strategic Media Placement.**  
 7669 Stagers Loop  
 Delaware, OH 43015

| *Line         | Ch                 | Start Date        | End Date          | Description        | Start/End Time        | Days            | Length        | Spots/Week        | Rate        | Type        | Spots    | Amount             |
|---------------|--------------------|-------------------|-------------------|--------------------|-----------------------|-----------------|---------------|-------------------|-------------|-------------|----------|--------------------|
| N 1           | WOIO               | 11/01/12          | 11/02/12          | Action News at 6p  | 6-630p                |                 | :30           |                   |             | NM          | 2        | \$5,000.00         |
|               |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |          |                    |
| Week:         |                    | 10/29/12          | 11/04/12          | ---TF--            |                       |                 |               | 2                 | \$2,500.00  |             |          |                    |
| N 2           | WOIO               | 11/05/12          | 11/05/12          | Action News at 6p  | 6-630p                |                 | :30           |                   |             | NM          | 1        | \$2,500.00         |
|               |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |          |                    |
| Week:         |                    | 11/05/12          | 11/11/12          | M-----             |                       |                 |               | 1                 | \$2,500.00  |             |          |                    |
| N 3           | WOIO               | 11/01/12          | 11/01/12          | CBS Evening News   | 630-7P                |                 | :30           |                   |             | NM          | 1        | \$4,500.00         |
|               |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |          |                    |
| Week:         |                    | 10/29/12          | 11/04/12          | ---T---            |                       |                 |               | 1                 | \$4,500.00  |             |          |                    |
| N 4           | WOIO               | 11/01/12          | 11/02/12          | Action News at 11p | 11-1135p              |                 | :30           |                   |             | NM          | 2        | \$6,000.00         |
|               |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |          |                    |
| Week:         |                    | 10/29/12          | 11/04/12          | ---TF--            |                       |                 |               | 2                 | \$3,000.00  |             |          |                    |
|               | <u>Spot</u>        | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u> | <u>Type</u> |          |                    |
|               | 1                  | WOIO              | 10/29/12-11/04/12 | Action News at 11p | 11-1135p              | -----ThF----    | :30           |                   | \$3,000.00  | NM          |          |                    |
|               | See MG 4.3         |                   |                   |                    |                       |                 |               |                   |             |             |          |                    |
|               | 3                  | WOIO              | 11/02/12-11/02/12 | Action News at 11p | 11-1135p              | -----F-----     | :30           |                   | \$3,000.00  | NM          |          |                    |
|               | Ⓜ MG for 4.1 11/01 |                   |                   |                    |                       |                 |               |                   |             |             |          |                    |
| N 5           | WOIO               | 11/05/12          | 11/05/12          | Action News at 11p | 11-1135p              |                 | :30           |                   |             | NM          | 1        | \$3,000.00         |
|               |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |          |                    |
| Week:         |                    | 11/05/12          | 11/11/12          | M-----             |                       |                 |               | 1                 | \$3,000.00  |             |          |                    |
| N 6           | WOIO               | 11/05/12          | 11/05/12          | Action News at 5p  | 5-6p                  |                 | :30           |                   |             | NM          | 1        | \$1,500.00         |
|               |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |          |                    |
| Week:         |                    | 11/05/12          | 11/11/12          | M-----             |                       |                 |               | 1                 | \$1,500.00  |             |          |                    |
| N 7           | WOIO               | 11/05/12          | 11/05/12          | Action News at 4p  | 4-5p                  |                 | :30           |                   |             | NM          | 1        | \$500.00           |
|               |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |          |                    |
| Week:         |                    | 11/05/12          | 11/11/12          | M-----             |                       |                 |               | 1                 | \$500.00    |             |          |                    |
| <b>Totals</b> |                    |                   |                   |                    |                       |                 |               |                   |             |             | <b>9</b> | <b>\$23,000.00</b> |

| Time Period         | # of Spots | Gross Amount       | Net Amount         |
|---------------------|------------|--------------------|--------------------|
| 10/29/12 - 11/05/12 | 9          | \$23,000.00        | \$19,550.00        |
| <b>Totals</b>       | <b>9</b>   | <b>\$23,000.00</b> | <b>\$19,550.00</b> |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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|----------------------------|--------------------|
| 844213 /                   |                    |

| <u>Contract Dates</u> | <u>Product</u>         | <u>Estimate #</u> |
|-----------------------|------------------------|-------------------|
| 11/01/12 - 11/06/12   | Protect Your Vote Ohio | 3186              |

| <u>Advertiser</u>      | <u>Original Date / Revision</u> |
|------------------------|---------------------------------|
| Protect Your Vote Ohio | 10/31/12 / 11/02/12             |

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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